MTN DEW RAID Q&A

- ***What is MTN DEW RAID?***
  MTN DEW RAID is a first-of-its-kind AI capability that rewards streamers for doing what they love – drinking MTN DEW – on stream and unleashes a combination of rewards aimed at building and amplifying each participating streamers' audience. All gamers need to do is show MTN DEW on camera and opt-in to MTN DEW Raid when prompted to unlock the chance for Twitch stardom.

- ***What is the goal of the MTN DEW RAID program?***
  MTN DEW RAID is designed to engage with, and grow, the MTN DEW gaming community by elevating everyday streamers and providing the tools for them to grow their own audiences on Twitch – that includes a 1:1 session with a pro streamer and unparalleled exposure across the Twitch platform.

- ***How does the RAID AI technology work?***
  During the live period, the RAID AI will crawl all concurrent livestreams tagged under Gaming looking solely for MTN DEW products and logos. Once it identifies the presence of MTN DEW, selected streamers will get a chat asking to opt-in to join the RAID. Once you accept, the RAID AI will keep monitoring your stream for the presence of MTN DEW, if you remove your DEW, you'll be prompted to bring it back on camera, if you don't, you'll be removed from our participating streamers.

- ***Will the RAID AI crawl a stream without the streamer's permission?***
  The MTN DEW RAID AI will begin crawling all concurrent Gaming livestreams from December 1 - December 8, but that doesn't mean the AI is watching your streams or keeping any data – the AI is only looking for MTN DEW product. If you have DEW on camera, you'll have the choice to opt in or out of the RAID experience.

- ***How long will MTN DEW RAID be live on Twitch?***
  MTN DEW RAID will begin identifying and engaging streamers on December 1, through December 8. Starting December 6, streamers will have a chance to be featured on the MTN DEW Twitch page and the Twitch homepage."

- ***How do I participate in the MTN DEW RAID experience?***
  To participate in MTN DEW RAID, you must be live streaming in a gaming channel on Twitch with a MTN DEW product or logo on camera and opt in via chat to the experience. If you remove your DEW, you'll be prompted to bring it back on camera, or risk being removed from our participating streamers.

- ***How long does it take for RAID to recognize the MTN DEW product on camera?***
  Depending on how many concurrent qualified streamers are live, it can take anywhere from a few seconds to upwards of ten minutes, approximately. If your DEW is still not being picked up by the RAID AI after 10 minutes, please reach out MTN DEW Gaming via our social channels.

- ***Can anyone participate in MTN DEW RAID?***
  While MTN DEW RAID is live, anyone streaming under the "Games" category on Twitch that is +18 years old (19+ in AL & NE), actively live streaming, based in the USA, Puerta Rico, or Guam, and has MTN DEW visible on camera is eligible to participate.

- ***Are there any prizes or perks for participating in MTN DEW RAID?***
  Definitely! Participating streamers will have the chance to be featured on the MTN DEW Gaming Twitch Channel, the MTN DEW RAID branded shelf on the Twitch home page, and the Twitch homepage hero carousel. Streamers will also have a chance to receive a 1:1 coaching session with a professional streamer/content creator.

- ***If selected to be featured on the MTN DEW Gaming Twitch Channel, how long will the streamer's content last on the channel?***
  Selected streamers will be featured on the MTN DEW Gaming Twitch Channel for approximately 15-minute windows. Looking to get selected? The more you're streaming with MTN DEW, the higher the chance you have to be featured!

- ***If selected to be featured on the Twitch home page hero carousel, how long will the selected participant's stream be included?***
  The Twitch home page hero carousel will feature select streamers in one-hour sessions at a time and will have a four-streamer rotation per session at approximately 15 mins a piece.

- ***If selected to be featured on the Twitch homepage shelf, how long will the selected participant's stream last on the Shelf Carousel?***

  The Twitch homepage shelf will feature six streamers simultaneously and refreshes approximately every 10 minutes.

- ***Can streamers play any game to participate in MTN DEW RAID?***
  Yes, streamers can play any game, as long as the profile is set to "in-game overlay."

- ***How can streamers get support for issues with the MTN DEW RAID program?***

  Streamers can reach out to MTN DEW Gaming on our social channels. Hit us up at @MTNDEWGaming on Instagram and X (formerly Twitter) and @MTNDEW_Gaming on Tik Tok.

- ***Why is MTN DEW venturing into AI?***
  MTN DEW prides itself on innovation and AI is at the forefront of that conversation. We're always looking for new ways to identify and connect with DEW Nation and the RAID AI does just that, allowing us to further grow and engage our community of gamers, and more importantly, reward them!

- ***Why is there no MTN DEW RAID exclusive flavor?***
  Never say never. While there is no exclusive MTN DEW RAID flavor at this time, MTN DEW always keeps DEW Nation's wishes top of mind.

- ***Why is MTN DEW partnering with Twitch?***
  Twitch is the platform that put gaming streams into the cultural zeitgeist – there's no better partner to reach gamers of all stripes! Not only does Twitch draw some of the biggest names in gaming but it's also the home of up-and-coming gamers and content creators and more importantly, DEW fans.

- ***Is the MTN DEW RAID AI violating the privacy of streamers?***
  The technology does not "watch" streams, it only identifies product. The MTN DEW RAID AI will crawl all concurrent Gaming livestreams between December 1 - December 8 and is only looking for MTN DEW product. If you have MTN DEW on camera, you'll have the choice to opt in or out of the experience, leaving it completely up to the streamer to participate.

- ***Is the MTN DEW RAID AI keeping any of my data?***
  No, MTN DEW RAID AI will not keep any of your data, its only function is to identify MTN DEW product.

- ***Is there a way to avoid having the MTN DEW RAID AI crawl your stream altogether?***
  If you don't stream in the "Games" category you will not be included in the pool of eligible streamers and the RAID AI won't crawl your stream. Streamers can change the category of their streams at any time during the live period to ensure they are not considered eligible and are not crawled by the RAID AI.

- ***How are streamers selected to be featured on the MDG Twitch Channel, Twitch Headline Hero, or Twitch homepage shelf?***
  MTN DEW is selecting from streamers that opt-in and meet the rules and requirements for the program while streaming drinking or displaying MTN DEW. We'll also have a dedicated team of moderators monitoring selected streams to ensure no lewd or explicit content is part of the RAID.

- ***Will MTN DEW be paying participating streamers that are featured in the RAID program?***
  MTN DEW RAID will be providing streamers at all levels – from casual gamers to the pros - with the chance to supe up their audiences – that's the prize! However, in order to spread the word MTN DEW is partnering with influencers, as well as existing brand partners, to showcase the RAID program and encourage their followers to join the RAID.

- ***What happened to MTN DEW Game Fuel?***
  MTN DEW Game Fuel was discontinued in early 2023, but never say never, MTN DEW always keeps DEW Nation's wishes top of mind.

- ***Is MTN DEW promoting any specific games as part of RAID?***
  No, the MTN DEW program is aimed at elevating everyday streamers and is not tied to any particular game or genre of game.

- ***Are there age restrictions for MTN DEW Raid?***
  To reach the appropriate consumers, we've set an age requirement to ensure participating streamers are 18 years of age or older (19+ in AL & NE).

- ***Will MTN DEW RAID promote games rated M for Mature?***
  No, MTN DEW RAID is not promoting any specific games, regardless of rating. However, we do expect participating streamers to abide by any rating restrictions.